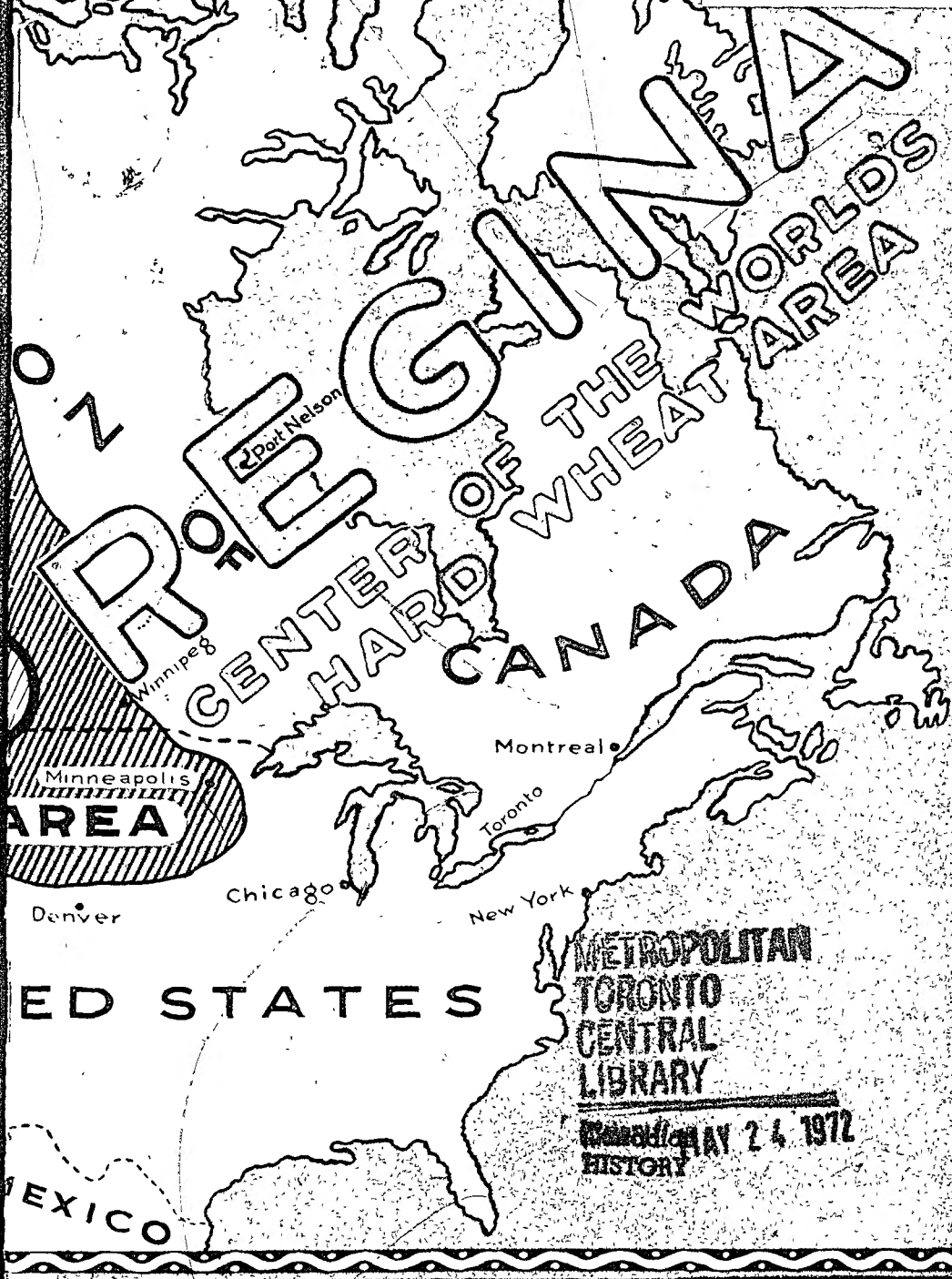


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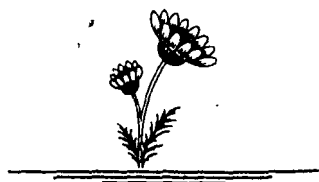
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HISTORY

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*With the Compliments of the
Regina Board of Trade*

*"A pleasant city on a boundless plain,
Around which peace and plenty reign;
A legal camp, the province wisdom's home,
A rich cathedral, learning's splendid dome;
A teeming mart, wide streets, broad squares, bright
flowers,
A marble figure whence a fountain showers.
What city's this? A gentle princess, famed
For happy genius, it Regina named.*

---Nicholas Flood Davin, 1884.

AT THE time the foregoing prophecy was uttered by one of the earliest settlers in the province of Saskatchewan, the city which is now Regina, was a mere hamlet of a few hundred souls. The first settlement of the district of which it is the centre, began in 1882, and it was in that year that Princess Louise, Duchess of Argyle, wife of the Governor-General of Canada, suggested the name "Regina" for what was at that time little more than a community of tent-dwellers. The choice of name was a happy augury of the future of the Queen City of the Prairies which now ranks as the fourteenth city in the Dominion with a population of some 40,000 people.

Regina is the capital and governmental centre of the Province of Saskatchewan, a territory, the settled area of which stretches 400 miles East and West, and an equal distance North and South, 160,000 square miles in extent. Of this vast domain, Regina is also the Financial, Educational and Commercial focus, evidence whereof stands out prominently in the statistical records of her development.

The province of Saskatchewan is pre-eminently the most extensive and productive wheat-raising area in the world, not only in point of volume but essentially in quality. For years past the world's premier awards for hard wheat have been

captured by the farmers of this province, while the fertility of her soil is indicated by the governmental statistics of the yield of principal grains.

	Wheat Bushels	Oats bushels	Flax bushels	Barley bushels
1920	113,135,274	141,549,000	5,705,000	10,501,494
1921	201,347,482	185,966,000	3,118,496	12,908,736
1922	250,167,000	179,708,000	4,079,000	18,511,000
1923	271,622,000	218,075,000	5,493,800	19,278,200
1924	132,918,000	97,345,000	6,119,000	17,360,000
1925	240,551,000	174,812,000	7,413,000	27,107,000

GRAIN MARKETING AGENCIES

Of equal importance to the production of cereal foodstuffs is efficient and economical marketing, and in Regina are to be found two of the most extensive grain-selling institutions in the world.

The Saskatchewan Co-operative Elevator Co. is an organization conceived, owned and controlled by the farmers of the province. Created in 1911 to meet the urgent demands of the farming community, the institution has seen a marvellous development until at the present time it owns 450 elevators at country points, in addition to controlling terminal elevator capacity to the volume of 15 million bushels at the head of the Great Lakes and in excess of one million bushels at Buffalo, N.Y. The Company also looms large in the export grain business, handling 50 million bushels per annum in this department. Offices are maintained in Regina (headquarters), Winnipeg, New York, Vancouver and London, England.

THE SASKATCHEWAN WHEAT POOL

The Saskatchewan Co-operative Wheat Producers, Limited, more popularly known as the Saskatchewan Wheat Pool—came into official existence on June 26th, 1924. It is a non-profit commodity-marketing organization. The acreage contracted to the Pool is constantly increasing and in December 1925 stood at nearly 10,000,000 acres.

In its initial year, the Pool handled 50,093,753 bushels, and paid on the basis of \$1.66 for No. 1 Northern at Ft. William. The settlement was spread over four payments—initial \$1.00; interim 35c; second interim 20c.; and final 11c.

During 1925 the Pool handled over 90,000,000 bushels at the same initial payment.

The popularity of the Pool among the farmers of Saskatchewan is indicated by the following figures:

Membership (June 1st 1925)	52,475
Membership (Dec. 7th 1925)	71,327

The pooling principle in this province has been extended to the coarse grains (oats, barley, flax and rye) and a general acreage of 2,425,000 acres of these "coarse grains" is now "pooled".

Under the terms of the contract, two cents per bushel is deducted from each grower's account, for elevator purposes. In year number one, this reserve totalled \$958,238. With this sum, eighty-seven country elevators have been either built or purchased.

The Pool's selling arrangements are co-ordinated with those of the Alberta and Manitoba Pools to the West and East. Each of these Pools is organized on a provincial basis. Domestic economy is worked out to suit the varying needs of the three provinces; but, in their marketing relations, they synchronise to a point, and are "three in one" with a Central Selling Agency.

PROGRESS OF SASKATCHEWAN DAIRYING

The province of Saskatchewan has been so prominently before the Eyes of the world during the past two decades as the "Bread Basket of the Empire", that there exists a danger of the remarkable advance in her Dairying Industry being lost sight of. Of recent years the output of Creamery Products in Saskatchewan has grown by leaps and bounds, and the dairying wealth of the province bids fair to rival that produced from grain.

Dairying, Saskatchewan's infant industry, has shown a more rapid increase since 1920 than in all its previous history. During the five year period there has been an increase in the number of dairy cows from 374,062 to 496,502. The manufacture of creamery butter has been more than doubled in the last five years. The output, 6,368,895 pounds in 1920, has increased to nearly 16,000,000 pounds in 1925. The number of creameries has meanwhile grown from 48 to 72.

A branch of the industry now beginning to command some attention is the manufacture of cheese. In 1920 one factory manufactured about 30,000 pounds of cheese. In 1925 seven factories made approximately 200,000 pounds.

In order that the products from the province may successfully compete on world markets, all cream is officially graded and paid for on a grade basis. Since 1913 there has been a system of Government butter grading in force and at the present time all butter sold outside the province is marketed under an official grade certificate.

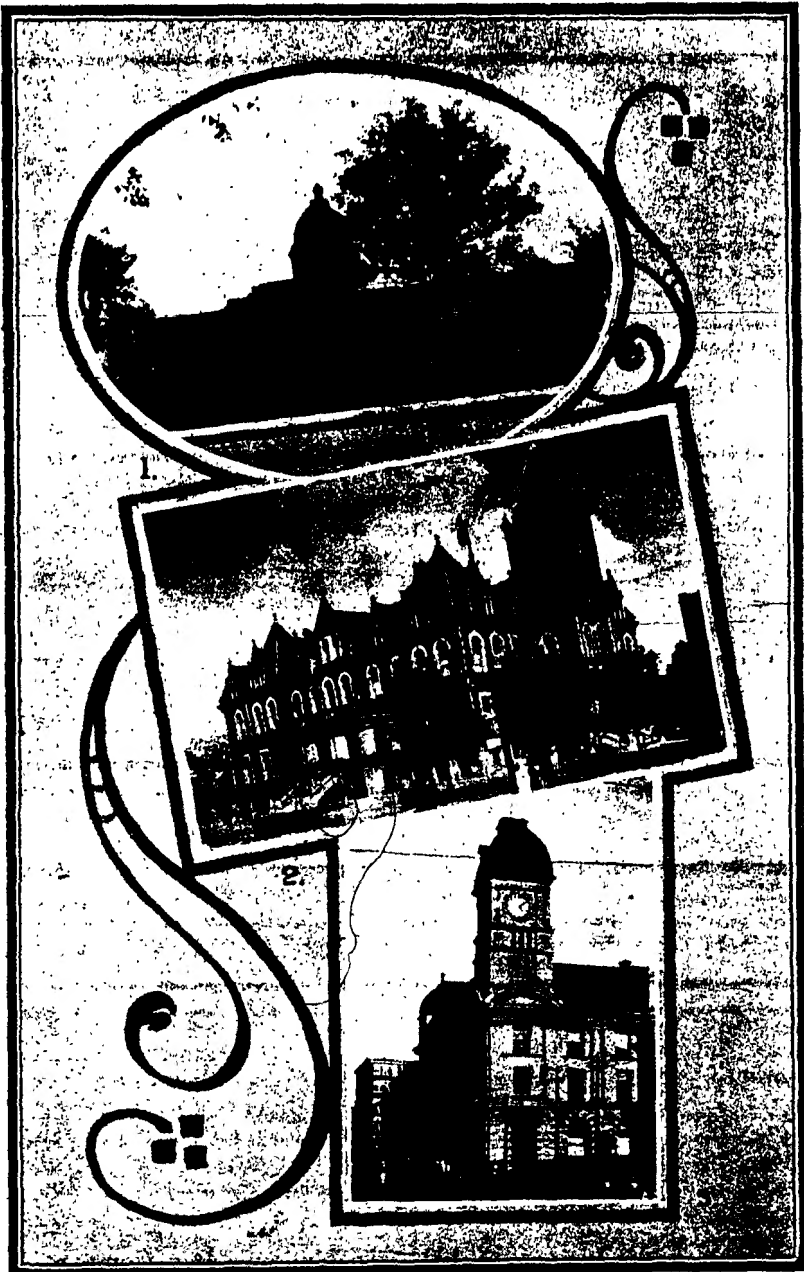
Evidence of improved quality in Saskatchewan's Dairy products is found in winnings of Saskatchewan butter during 1925. In competition with all British Dominions, Saskatchewan butter won the gold medal for unsalted butter at the London Dairy Show in October 1925, the highest award in its class. In the salted butter class the second award or silver medal in the same competition also came to Saskatchewan.

The Co-operative Creameries Ltd., the largest institution of its type in Saskatchewan, has its headquarters and largest manufacturing plant in the City of Regina, employing a staff of 300. This institution has branch creameries at every strategic point in the province, and also operates an extensive cold storage department.

A DISTRIBUTION CENTRE

Regina has for many years commanded attention by virtue of the enormous volume of farm machinery brought in and distributed through her wholesale implement houses. There is not an agricultural machinery concern of any repute on the American continent that is not represented in the city, and on occasions the business transacted in this particular line in Regina, has exceeded \$20,000,000 a year.

The bulk of the stupendous volume of wheat produced in Saskatchewan comes from that section of the province of which Regina is the distribution centre. Thirty thousand square miles of territory look for their daily requirements of merchantable commodities to the city of Regina, whence a dozen lines of railroad radiate affording expeditious service. Small wonder then that this city has attained to an enviable position among the distributing bases of the Dominion of Canada. Upwards of 150 wholesale concerns, dealing in every conceivable variety of commodity, most of them occupy-



1. Saskatchewan Parliament Buildings.

2. City Hall.

3. Post Office and Customs Building.

ing their own commodious premises, served by private tracks connecting with both the C.P.R. and C.N.R. systems, are required to supply the needs of the surrounding territory.

The city has set aside a tract of some 300 acres in close proximity to the down-town business section to meet the growing needs of Commercial and Industrial development. Full provision is made for spur track accommodation to serve every site in this area, with complete water, sewer and power services, and pavement. At the present time about half of this property, comprising some six miles of spur track frontage is still available to bona fide concerns.

The importance of Regina from the standpoint of distribution has long been recognized by the Canadian Railways. There is scarcely a point in the Province of Saskatchewan that cannot be reached by direct service, both passenger and freight. Trains are operated over six lines of railway in and out of the city by the C.P.R. and a similar number by the C.N.R. so that from all angles of transportation Regina occupies a most favorable position.

Industrially, the City of Regina is yet in its infancy, and the factory output is small in comparison with the volume of commodities distributed by the wholesale firms doing business in the city. Nevertheless several thousand hands are utilized in the production of Regina-made goods, which find a market from one end to the other of Canada.

Among the more important manufactures of Regina are: Petroleum products, malt liquors, chemicals, straw and felt hats, packing house products, aerated waters, confectionery, concrete pipe, creamery products, fanning mills, sheet metal products, castings, furs, brooms, knitted goods, paint, sashes, doors and millwork, tents and awnings etc. etc.

A tribute to the central strategic position of Regina appears in the establishment by the Robert Simpson Co. of Toronto, of their Western Canada mail order house at this point, serving the territory from the Great Lakes to the Pacific Coast. The T. Eaton Co. of Toronto also operates a large mail order house in Regina; thus, the two largest concerns of their type in Canada have added their testimony to the advantageous situation of this city.

During the summer of 1925, the Hudson's Bay Company acquired an extensive site in the heart of "down-town" Regina, on which to erect a department store during the coming year.



4. Eleventh Avenue.

5. Union Depot.

6. Part of Retail Business Section.

CITY OF REGINA

GENERAL STATISTICS

Incorporated as a town 1883. As a city 1903.
Population 1903, 3,000; 1925 40,000.

AREA OF CITY

Taxable land 5855 acres, Exempt land, and water 2553 acres.

VALUATION OF TAXABLE PROPERTY

Land \$23,840,885. Improvements \$34,251,866.

ASSESSMENT AND TAX RATES

Land 100%	\$23,840,885
Buildings 30%	10,275,560
Business Assessment	5,081,075
Income Assessment	996,841
	\$40,194,361

TAX RATE. Municipal 20.06 mills; Public School 12.3 mills; Provincial Government 2.19 mills; Total 34.55 mills.

IMPROVED ROADWAYS

Pavements 35.63 miles; Concrete Walks 51.27 miles
Plank Walks 73.97 miles; Unpaved Roads 70.00 miles

SEWERS: 82.29 miles

WATERWORKS

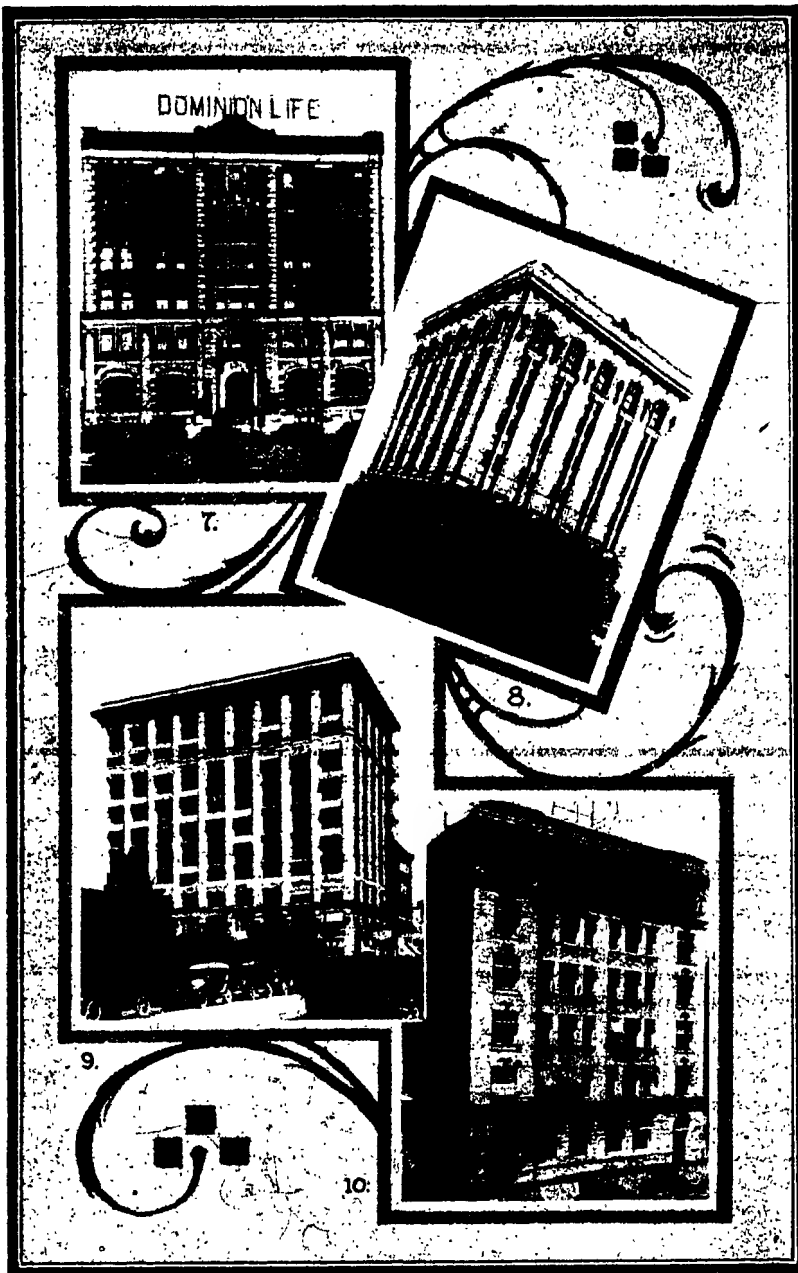
Owned and operated by the City: Source of Water Supply, Artesian wells at Boggy Creek. Annual Consumption 990 million gallons. Permanent mains 66.8 miles. Metered services, 6000. Fire Hydrants 573.

ELECTRIC LIGHT AND POWER

Owned and operated by the City. Annual output 2,215,000 K.W.H. Cost per K.W.H. sent out from plant 2.02 cents. Revenue 2.79 cents.

STREET RAILWAY

Owned and operated by the City. Passengers carried 1925; 4,882,760. Car miles 1,050,000.



7. Westman Chambers.
9. McCallum-Hill Building.

8. Canada Life Assurance Co., Building.
10. Leader Publishing Co. Building.

PUBLIC PARKS

Area of Parks and Playgrounds, improved, excluding school grounds: 80 acres. Improved boulevards 33 miles.

FIRE ALARM AND POLICE PATROL

Owned and operated by the City.

PUBLIC SCHOOLS

Grade Schools 14. Collegiate High Schools, 2. Value of sites and buildings \$3,000,000. Number of Scholars 10,168.

HOSPITALS

The Regina General Hospital and Isolation Hospital are controlled by a Board of Governors appointed by the city. They contain respectively 200 and 30 beds, with pathological laboratory and X-ray department under fully qualified directors. The nursing staff consists of 12 graduates and 80 nurses in training who are housed in separate residence.

The Grey Nun's Hospital is under the direction of the Grey Nuns. It is a completely modern hospital in all respects, with fully equipped operating rooms, X-ray and pathological departments. Accommodation is provided for 150 patients. There is a Nurses' Home in connection.

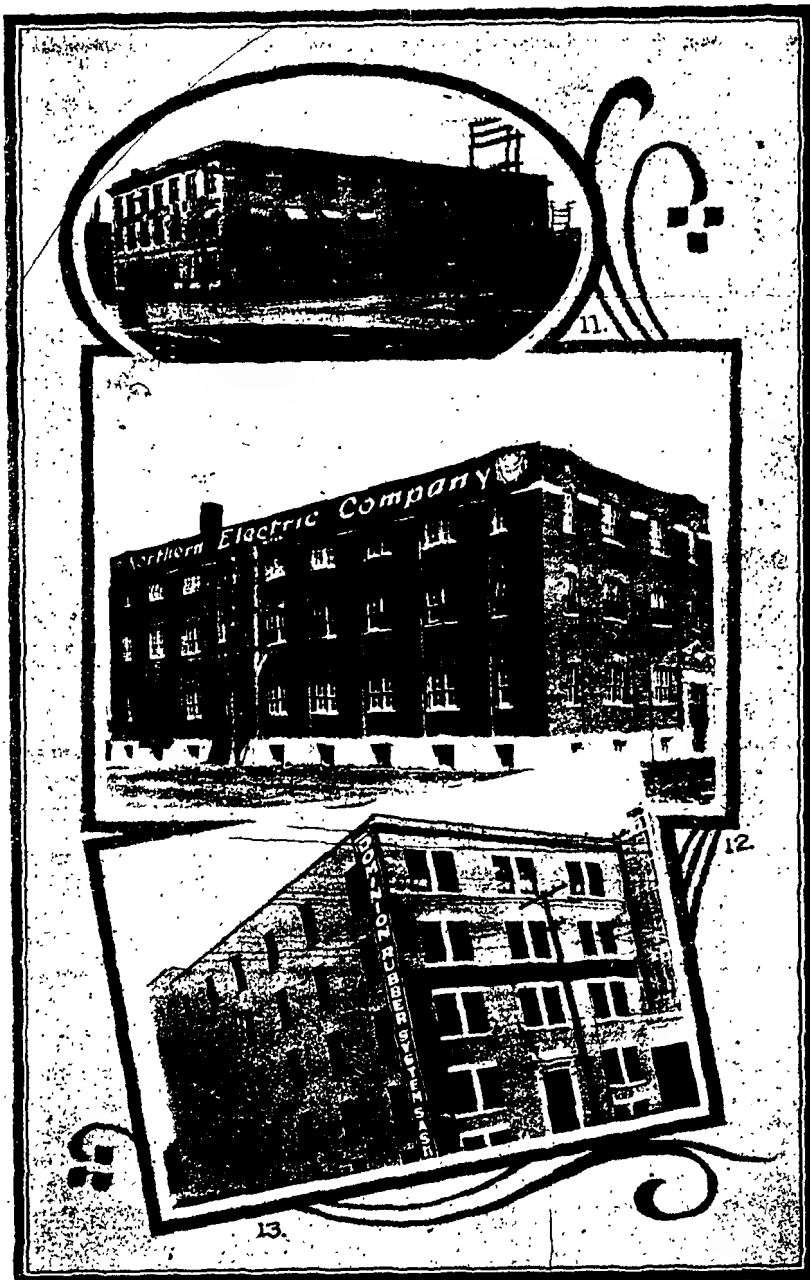
PUBLIC HEALTH

The work of the City Department of Health is carried on under the direction of the Medical Health Officer by full time qualified Inspectors and Nurses in charge of the following divisions:

- Communicable Diseases Division.
- Milk and Dairy Inspection Division.
- Child Hygiene Division.
- Meat and Food, Inspection Division.
- District Sanitary Inspection Division.
- Plumbing Division.
- Street Cleaning and Refuse Removal Division.
- Vital Statistics Division.
- Relief Division.

STATISTICS

1925 population estimated 40,000. During the year 1924 351 deaths occurred in the city, of this number 136 were of



11. International Harvester Co., Warehouse.

12. Northern Electric Co. Wholesale

13. Dominion Rubber System, Warehouse.

non-residents, i.e. patients brought into the city from outside points for treatment. The gross death rate for 1924 was therefore 9.5 per 1000 and the corrected resident death rate 5.08 per 1000.

The Birth rate was 30.9 per 1000, and the infant mortality rate 62 per 1000 births, - the lowest rate in the City's history.

WATER SUPPLY

The City derives its water supply from Artesian wells which are located at Boggy Creek, some eight miles North East of the City. The city water, while hard, is an excellent drinking water of exceptional purity, as the routine bacteriological examinations show.

MILK SUPPLY

Stringent milk regulations revised in March 1925 are in effect and are enforced by a fully qualified Inspector who is responsible for the work of Dairy and Milk Inspection.

STREET CLEANING AND REFUSE REMOVAL

Regina has for years enjoyed a nation-wide reputation as a clean city. The use of a motor driven street Sweeper and motor driven equipment for the collection of refuse has further increased the efficiency of Street Cleaning and Refuse Removal.

INCINERATOR

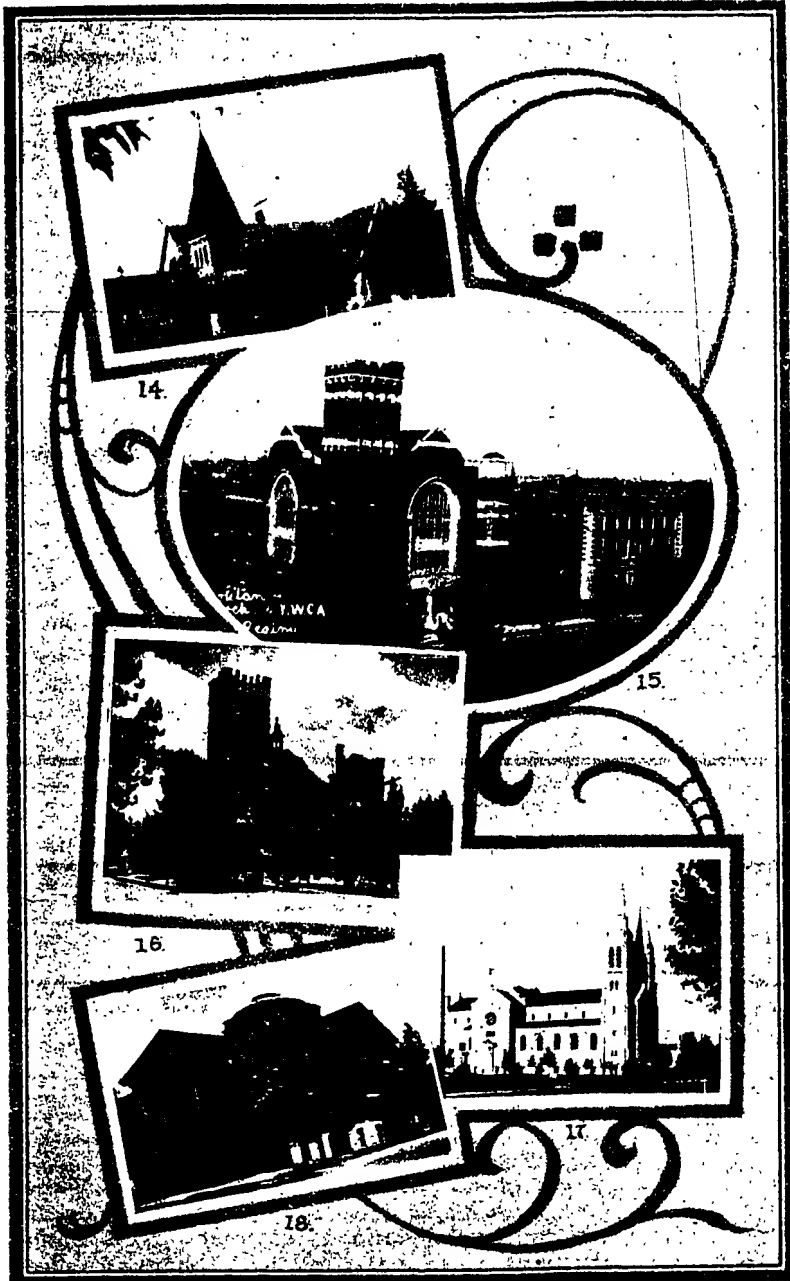
Regina has now in operation one of the most modern Refuse Disposal Plants on the continent. The Incinerating Plant, constructed at a cost of \$64,000.00 has a capacity of 110 tons per 24 hours, and is modern in every particular.

BUILDING RECORDS

No better indication of the steady and solid development of Regina can be found than in its consistent structural growth.

The following figures speak for themselves.

Year	Permits	Value	Year	Permits	Value
1910	573	\$ 2,351,288	1918	262	\$ 1,006,000
1911	959	5,099,340	1919	457	1,699,020
1912	1215	8,047,309	1920	547	2,597,920
1913	1141	4,018,350	1921	852	2,160,030
1914	669	1,765,975	1922	901	1,784,124
1915	113	464,065	1923	671	1,264,030
1916	106	222,075	1924	551	939,785
1917	179	416,460	1925	638	1,208,002



14. St. Paul's Church—Anglican. 15. Metropolitan Church and Y.W.C.A.
 16. Knox Church. 17. Holy Rosary Cathedral. 18. First Baptist Church.

REGINA AS A BANKING CENTRE

Regina is the recognized banking and financial centre of Saskatchewan. With such advantages and facilities as are afforded by her geographical position it is natural that Regina as the Capital and Seat of Government, and the domicile of head offices of two large farmer-owned elevator systems and executive offices of Mortgage, Life Insurance and Trust Companies, should assume the commanding position in the Commercial, Financial and Banking Life of the Province.

The rapid growth of the City and development in the surrounding territory, necessitated the establishment of a Clearing House in 1909. Some idea of the volume of business centering in Regina is gleaned from the following Clearing House totals:

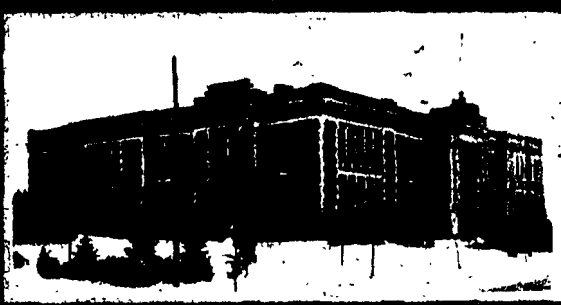
BANK CLEARINGS

1910	\$ 50,739,159	1918	\$ 184,624,631
1911	73,032,088	1919	210,898,989
1912	115,727,648	1920	231,070,268
1913	132,087,457	1921	203,659,640
1914	98,205,541	1922	184,949,431
1915	87,122,611	1923	190,195,987
1916	124,349,589	1924	179,302,867
1917	169,800,113	1925	225,429,503

These figures show clearly the financial importance of the city.

The Banks have not been slow to recognize the possibilities of Regina and have invested large amounts in substantial and handsome premises. It can be safely said that no City in Canada of equal size surpasses Regina in this respect. The total staffs of the Regina Banks is 300 approximately.

Recognizing the development and growing importance of Saskatchewan and with a view to keeping in close contact with all phases of financial conditions, the three largest Banks have within the past three years opened executive offices with Superintendents in charge of the respective branch systems throughout the province.



19.



20.



21.

19. Central Collegiate Institute.

20. Provincial Normal School.

21. Regina College.

BANKS IN REGINA WITH NAMES OF RESIDENT MANAGERS:

Bank of Montreal- H. C. Francis.
(J. W. Spears, Supervisor)
Canadian Bank of Commerce- D. H. Gordon
(B. P. Alley, Supervisor)
Royal Bank of Canada:
11th Avenue Branch- J. G. Nickerson.
Scarth St. Branch K. D. Simpson
North End Branch N. D. Livingstone
(R. H. Baird, Supervisor)
Bank of Nova Scotia J. E. Edgington.
Imperial Bank of Canada W. L. Gilliland
Dominion Bank W. A. Radcliffe
Standard Bank W. G. Hoig.

Not only as a Banking Centre is Regina accorded nation-wide recognition. Twenty of the largest Trust Corporations on the continent are conducting extensive operations here, in most cases as headquarters for the province. These companies represent an investment of at least \$50,000,000 in Saskatchewan.

AN EDUCATIONAL CITY.

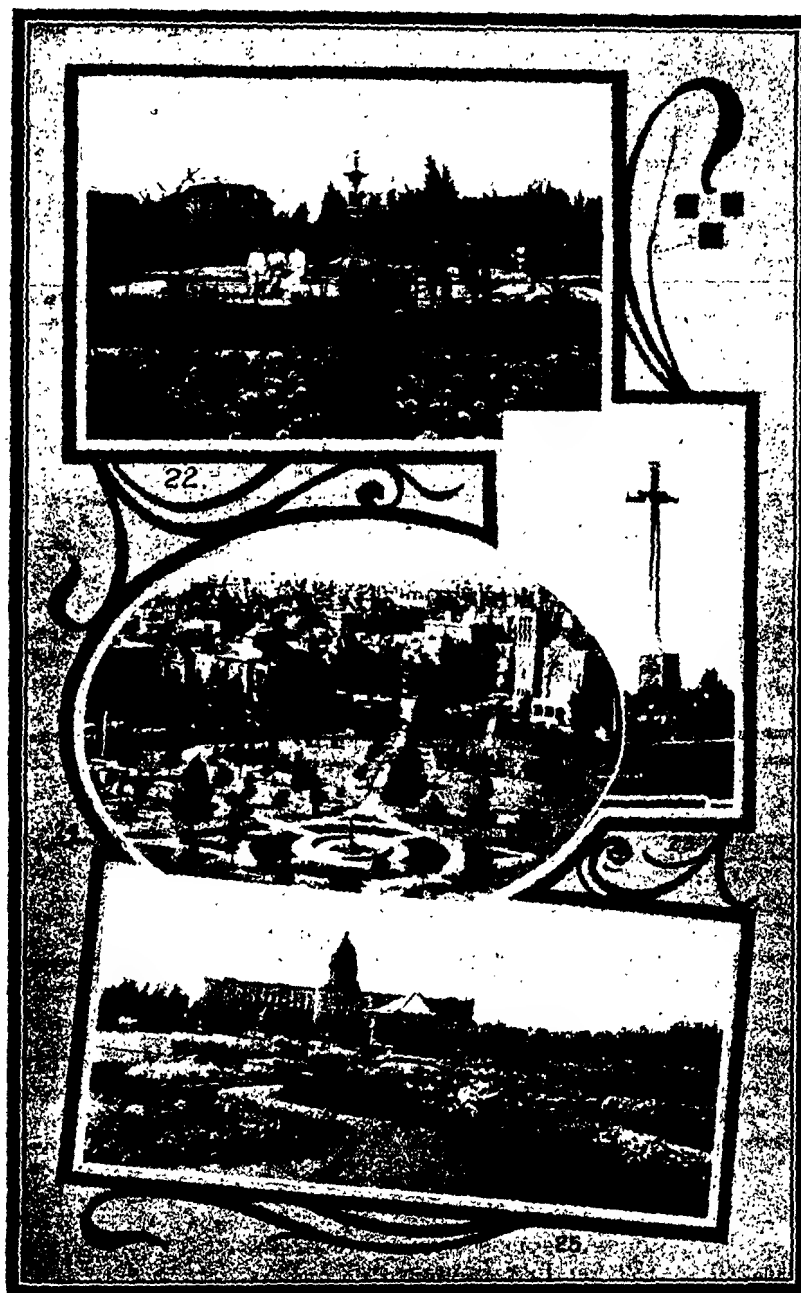
At a conservative estimate there are at the present time not less than ten thousand students in attendance at the various educational establishments of Regina.

Prominent among the seats of learning is the Regina College, with Academic, Music and Commercial Departments. St. Chad's Theological College, under the Diocese of Qu'Appelle, and the Diocesan School for girls form the nucleus of an extensive educational institution planned by the Anglican Community.

Campion College, erected some years ago by the Roman Catholic authorities, and the Sacred Heart Academy of the same church are important institutions, while the Lutheran bodies have in process of erection a very handsome College building.

The Provincial Normal School annually attracts several hundred students.

Two particularly commodious Collegiate Institutes meet the needs of some 1200 high school pupils, and a third structure of this type is planned for 1926.



22 and 24. Victoria Park.

23. Soldiers' Memorial Cross

25. Wascana Park and Parliament Building.

At the present time there are 14 public schools in operation in the city with an enrolment of 6500 pupils, also three separate schools attended by some 1400 children.

Several Business Colleges, teaching Commercial subjects round out an educational plant of which any city might be proud.

REGINA AS A MUSIC CENTRE

Music is not an isolated influence. It is one phase only of artistic expression. It is socially essential.

What has Regina in the way of musical machinery? The Women's Musical Club, a vigorous organization, sponsoring Regina's "Music Week", and bringing famous artists as a part of a comprehensive plan of artistic development; the Regina Philharmonic Association, a healthy trinity of Choral Society, Male Chorus and Orchestra, the Queen City Classics Male voice choir, fifty odd enthusiasts, doing fine work; the Anglican Choral Society, drawn from the parish choirs; the Regina College Conservatory of Music competently staffed by specialists and working on Dominion wide standards; the Regina Amateur Operatic Society, and the Regina Boat Club, both presenting at least one light opera or similar work each season; the Orpheus Club, the Hoole Memorial Club, etc. doing their bit with artistic merit as a fixed aim.

REAL ESTATE CONDITIONS

During a period of ten years prior to the great war, prices of all real estate advanced very materially but since then prices have decreased to a saner level.

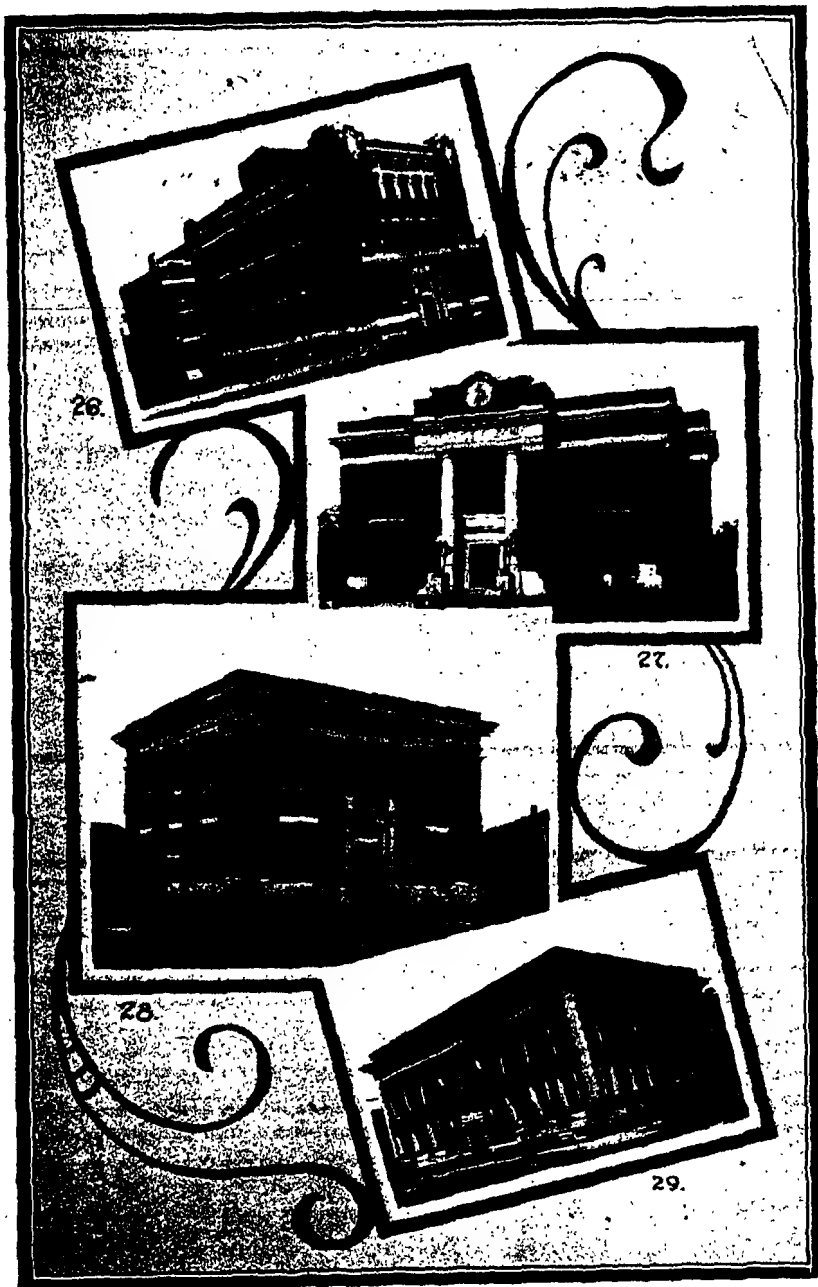
CENTRAL BUSINESS PROPERTY, either vacant or with only temporary buildings thereon, has been sold at \$1000 per foot frontage during the last couple of years. Vacant property within a block of the best retail section sold in 1925 at \$400. per foot frontage.

RENTS in the best retail section average \$2.00 per square foot per annum.

OFFICE RENTS in first class buildings range from \$1.50 to \$1.90 per square foot per annum.

WAREHOUSE PROPERTY with trackage can be purchased at \$40 to \$80 per foot frontage.

RESIDENTIAL LOTS in the best section of the City on water, sewer and pavement sell from \$30 to \$50 per foot frontage.



26. Headquarters, Provincial Police.
28. Land Titles Building.

27. Public Library
29. Telephone Exchange

Lots for the cheaper class of homes on water and sewer can be bought at \$15. per foot frontage.

RENTS for dwellings vary according to class and location. Generally speaking a modern six room house in good district rents for \$50 per month, eight rooms for \$65 per month. Rents are lower for the cheaper houses in sections where the land is cheaper.

APARTMENTS. There are a number of good apartment blocks in the City with rentals at \$30 to \$45 per month for two rooms with bath. \$50 to \$60 per month for four rooms with bath and \$80 to \$100 per month for six rooms with bath.

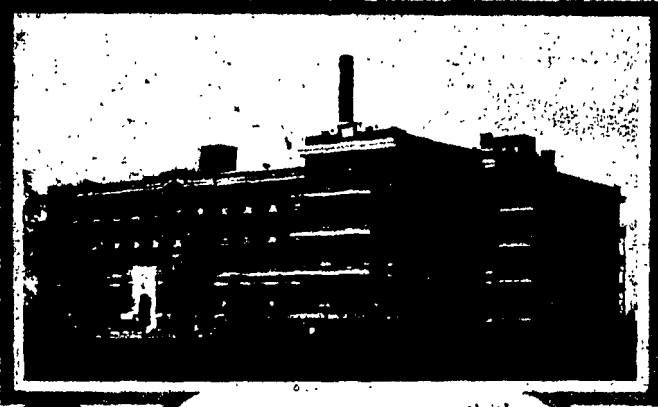
FARM LANDS. Choice improved wheat lands sell at prices ranging according to improvements from \$50 to \$100 per acre.

SASKATCHEWAN PROVINCIAL EXHIBITION

Old-timers state that as early as 1884 or 1885 an agricultural fair was held in Regina. The little fair then started might be said to have reached the status of an exhibition in 1895 when with the financial assistance of the Federal and Territorial Governments a show of considerable magnitude was staged. During the succeeding years the Exhibition had an uneventful career until 1907 when the present organization was formed and the Provincial Exhibition came into being. New buildings began to appear and by 1911, when the Dominion Fair was held in Regina, an excellent equipment was available for the accommodation of the large number of exhibits.

The exhibition plant consists of 80 acres of land conveniently situated within one mile of the centre of the City and served with good street car service. The buildings are 40 in number, contain a total of 10 acres of floor-space and represent an investment of nearly half a million dollars. While the equipment is one of the best in Western Canada the rapid growth of the Regina Exhibition makes necessary the continual addition of new buildings. During 1925 a new stable was erected at a cost of \$19,000 and in 1926 the Board hopes to add a new industrial exhibits building.

Each year the Regina Exhibition is filling a larger place in the development of the Province of Saskatchewan. The steady increasing value of products due to improvements both in quality and quantity can be traced in no small measure to



30.



31.



32.

30. General Hospital.

31. Grey Nurse's Hospital.

32. Government House.

the stimulating effects of the thousands of exhibits brought together for the enlightenment of over 100,000 exhibition visitors.

A TOURIST CENTRE

Regina is the junction point of three well-travelled motor highways:

The Trans-Canada Highway.

The Regina-Yellowstone Highway.

The Canadian North and South Pike.

The Trans-Canada is the main East and West road across the Dominion, and the best route to the Canadian Rockies.

The Regina-Yellowstone Highway is a first class road, well marked, linking up Regina with the town of Terry, Montana, and thus providing a direct route to and from the Yellowstone Park.

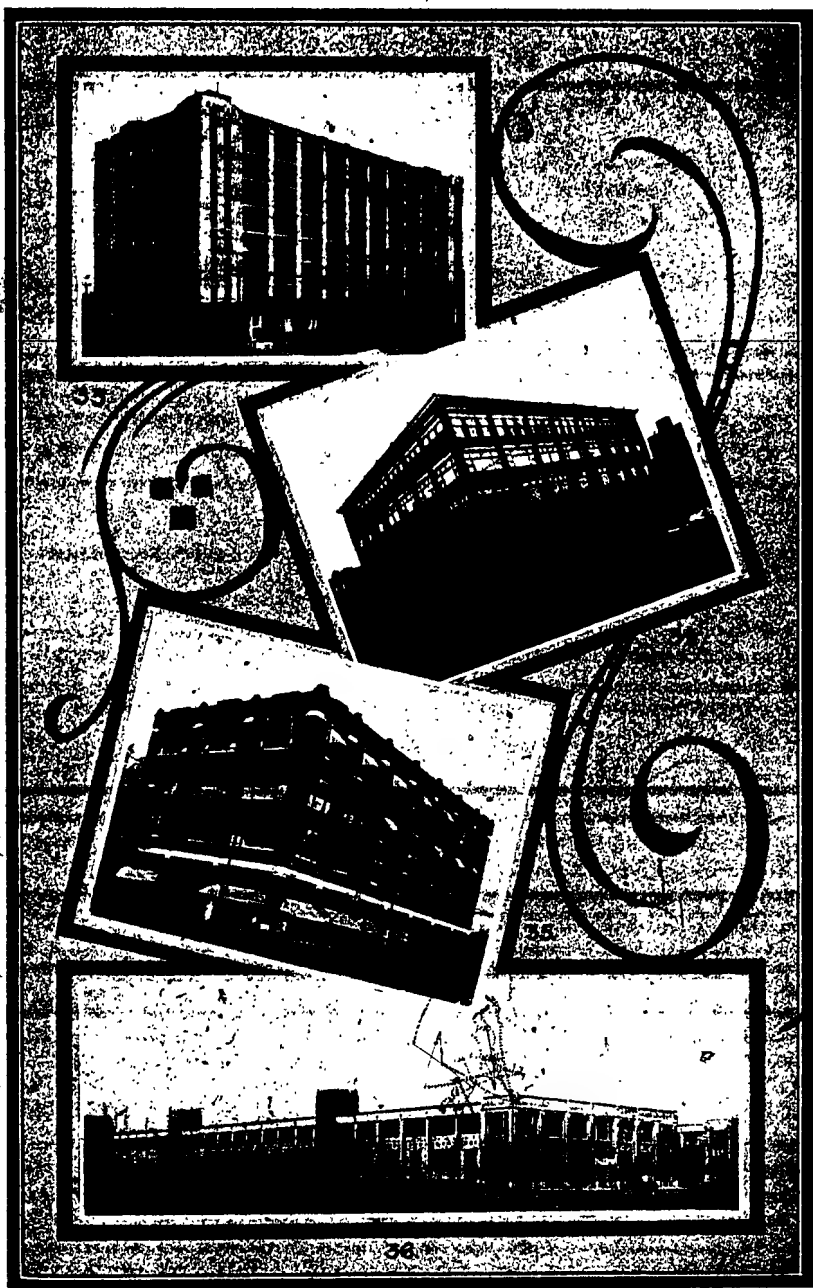
The North and South Pike runs from Regina into the United States, crossing the border at Portal, and continuing on to Kearney, Nebraska, where it taps the famous Lincoln Highway.

The City of Regina maintains a first class tourist camp for the convenience of motor visitors.

Within easy reach is the famous Qu'Appelle Valley, with its series of lovely lakes, one of the most charming holiday spots in the Dominion, excellent fishing, boating and swimming in the summer months, and shooting in the fall make the valley an ideal vacation resort.

The City of Regina itself has much to offer that is of interest to the visitor. It is a city of splendid public buildings and beautiful homes, fine paved streets lined with smooth boulevards and shady trees. The provincial Parliament Buildings stand in park-like grounds that are a source of pleasure to the visitor and pride to the people of the city. Of particular interest are the Barracks of the Royal Canadian Mounted Police, who have their headquarters in Regina.

The city boasts two excellent golf courses, and numerous clubs for tennis, cricket, baseball and other forms of recreation.



33. Robt. Simpson (Western) Ltd., Mail Order House.
 34. R. H. Williams & Sons (Dept. Store.) 35. Regina Trading Co. (Dept. Store)
 36. T. Eaton Co., Mail Order Warehouse.

A MESSAGE FROM THE MAYOR

The following descriptive talk on the City of Regina was recently broadcasted from end to end of the continent by Mayor W. E. Mason, by radio from Station C.K.C.K.

"The Canadian Prairie Provinces are recognized as one of the World's important granaries. The outstanding factor of this immense wheat producing area is the Province of Saskatchewan. It has some seventy million acres of agricultural land of which about one third is under cultivation. Working at one third capacity it produced in 1923 over two hundred and fifty two million bushels of wheat which was thirty million bushels more than the rest of Canada combined. It also produced three times as much flax as was grown in all the remainder of the Dominion.

"Her wheat has won the world's championship ten times in thirteen years.

"Regina is located in the centre of the most fertile and productive area of the province. Railroads radiate in all directions, making it the logical distributing centre of the hundreds of towns and wealthy farming communities in this vast province.

"Why is Saskatchewan selected as the most promising field for settlement today? It is chiefly due to the fertility of her rich alluvial soil and her excellent financial standing. On reference to statistics we find that her per capita debt is far below any other Western Province, being \$33 as compared with other Provincial debts ranging all the way from \$53 to \$101 per capita.

"Why does Regina attract the attention of the large Monetary Institutions? Her strong financial position is recognized by so eminent an authority as the General Manager of the Bank of Montreal, who made this statement about one year ago. He said, "The City of Regina is in the best financial standing of any city in Western Canada." The per capita debt of Regina is \$84 as compared with \$131 ranging to \$208 the per capita debts of other Western Canadian cities. What practical evidence have we of her excellent financial standing? Her last bond issue was sold on the most favourable basis accorded to any issue recently placed by a Western City. What Financial Institutions have recognized this fact, and in what way? The Bank of Commerce, The



37. Tourist Camp Cottage.
39. Downtown Street Crowd.

38. Scene at Provincial Exhibition.
40. Royal Canadian Mounted Police.

Canada Permanent Mortgage Corporation, The Canada Life Assurance Company, the Canada Permanent Trust Company, the Huron and Erie Mortgage Corporation, the Canada Trust Company, have recognized that Regina is the logical centre to carry on the general oversight of their business throughout the West, and during the last two months have followed the example set by the Bank of Montreal in making the City of Regina their Superintendent's headquarters. The Directors of these companies represent the leading financial intelligence of the Dominion. These men are on the Boards of, and are otherwise identified with, numerous other financial and mercantile institutions. They have not arrived at this conclusion in a haphazard manner. Every factor has been carefully considered and these important moves have been made only after due deliberation. We may expect to see many concerns following in their wake.

"Regina is a healthful city. Saskatchewan has the lowest death-rate of any province in the British Empire. Regina's death-rate is as low as any City in the Dominion. The rate being 5.8 per thousand.

"Regina is a law-abiding city. Not since the inauguration of the Province, twenty years ago, has there been a Bank robbery in the city or in the last ten years a case of murder. This is due to our excellent Police Force, of which every honest citizen is reasonably proud.

"Regina is a beautiful and clean city. She owns her own Street Railway System, her light and power plant, her water supply and drainage system. These utilities during the year 1924 earned a net profit to the City of over \$89,000 after making provision for depreciation, obsolescence, etc.

"The City owes a debt of gratitude to those who in the formative days of its history had foresight to set aside large tracts of land for park and play-ground purposes. Under the leadership of a capable Parks Superintendent these have been laid out and cared for in a manner that reflects the utmost credit on all concerned.

"Wascana Lake, a body of pure water in the heart of the residential district is surrounded by parks and drives and its shores beautified by many stately educational and other public buildings. Chief amongst these are the Provincial Legislative buildings, with one hundred acres of government



41. Head Office—Sask. Co-operative Elevator Co. 42. Royal Bank.
 43. Head Office and Factory—Sask. Co-operative Creameries Ltd.

grounds. Under the care of the Government Parks Superintendent these grounds are a source of admiration to the citizens and visitors alike. Summer and winter tourists carry away a memory of their beauty that is not readily effaced. This lake also adds its contribution to sport and recreation. Those fond of boating, bathing and fishing find an opportunity to indulge such pastimes to their hearts' content. Two excellent golf courses and innumerable tennis, bowling and ball grounds offer attractions to lovers of outdoor sport.

"Regina has a manufacturing and wholesale area convenient to the centre of the city and immediately adjacent to the freight depots of the Canadian National and Canadian Pacific Railways. This area is served with sewer, water and electric power. It is paved and has an elaborate system of spur tracks. The city owns a large number of attractive sites in this area which are available on reasonable terms, for prospective business establishments.

"If you contemplate a motor trip through Western Canada next summer see that Regina is one of your Towns of call. There is a fully equipped Auto Motor Camp. We will try and make your visit a pleasant one."

W. E. MASON, Mayor:

HOTELS

King's, Kitchener, Champs, Wascana, Alexandra, Clayton, Queen's, Grand, Empire.

THEATRES

Regina, Capitol, Metropolitan, Rose, Rex, Grand.

PROSPECTS FOR 1926

The year 1926 gives promise of great development along constructional lines, and all building records of recent years are likely to be shattered.

Concurrently with the opening of the year, the Canadian Pacific Railway Company announced their intention of erecting a first class hotel of 200 rooms, and a most desirable site, overlooking Victoria Park, in the heart of the City, has been

purchased. The Company has undertaken to have the hotel ready for occupation by midsummer of 1927.

Additional to the foregoing is another 100 room hotel already under construction by local interests.

Among other important buildings to be erected are three churches, two hospitals, Masonic temple, several warehouses and apartment blocks, and, at a modest estimate, some 300 residences.



ALASKA

DOMINION

WHEAT

Vancouver

UNIT

